

San Diego County Library

Annual Report 2006





Inform

Educate

Inspire

Entertain

32 Community Locations, 2 Mobile Libraries
Serving 1 Million Population



A Message From The Library

Dear Friends:



José Aponte

The San Diego County Library 2005-06 fiscal year was marked by innovation, program outreach, national and regional awards, and an enhanced programming schedule. Increased library access and greater usage in all areas of library programs and services were the hallmarks of the library's community leadership efforts.

Last year we successfully initiated a myriad of new strategies to increase our capacity to serve our current customers, and reach out to new library users. Concurrently, we have expanded our efforts to significantly increase youth, teen, and adult programming, as well as to nurture strong community partnerships by building programming in collaboration with our outstanding community partners.

This year's success would not have been possible without the grassroots leadership and initiative demonstrated by our outstanding frontline and back office SDCL staff.

As a library system, we are building today in San Diego the institutional framework for the library of the future!

Please join us in sharing the positive message with your neighbors, families and friends: Get a library card, join the San Diego County Library team - here to inform, inspire, entertain, and educate our residents, supporting safe livable communities, informed youth, and environmentally sound neighborhoods.

Sincerely,

José A. Aponte

Library Director

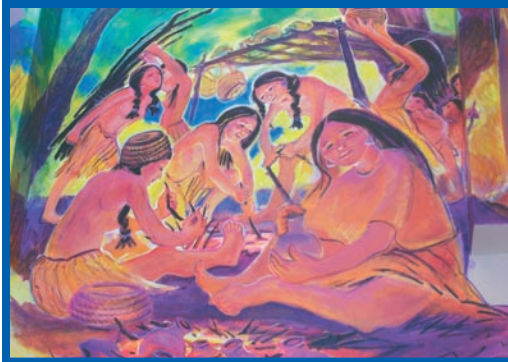


Reached Out to Create New Library Users



Opened Two New Library Buildings

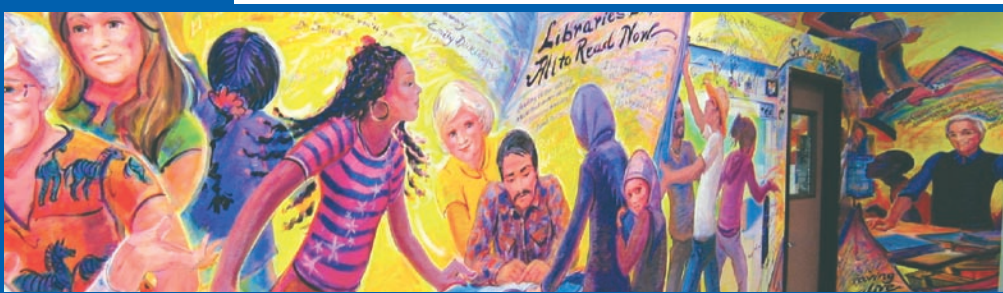
New 8,000 square foot **Bonita-Sunnyside Branch**.
Grand opening:
Thursday, December 8, 2005.



New 2,500 square foot building for the **Campo-Morena Village Branch**.
Grand opening: Saturday, October 29, 2005. A colorful mural depicting local history was added by artist Mona Mills.

- Year over year, **library materials circulation, as a measure of library use, increased 24% in the last quarter.**
- Branch staff made **276 offsite visits to school classrooms.**
- **633 classes visited a total of 30 branch libraries.**
- Altogether, **34,929 students, parents and teachers** learned about library services and programs for students.
- **Reestablished Adult Literacy Services.** Starting on July 1, 2005, the Library brought its adult literacy tutoring program back in house, after five years of contracting out the service. Radio and print advertising, as well as branch and community promotion, attracted a dedicated core of returning and new volunteer literacy tutors. All were trained and became active with the **LEARN** (Libraries Empower All to Read Now) program.

"By re-building this program, we intend to offer an additional portal to the resources of our global community for all of our residents in a safe learning environment for all learners and tutors willing to commit time, resource, and patience...." Library Director José Aponte



Mona Mills also created a mural for the office of LEARN, the County Library's adult literacy program. The office is located at the El Cajon Branch.

Reached Out to Create New Library Users in Our Communities

- **English as a Second Language Classes.** Worked with local community colleges to bring these classes to county residents in Campo-Morena Village, Cardiff-by-the-Sea, Del Mar, Jacumba, Potrero, Solana Beach, Spring Valley, San Marcos, and Vista.
- **California High School Proficiency Classes** were held at the Bonita-Sunnyside Branch, in collaboration with community partners County Probation and Health and Human Services.



- **Radio Ad Campaign.** We launched a major radio ad campaign, reaching over 1 million people via 26 radio stations, including 3 Spanish stations - virtually the entire radio market in the San Diego region. Twelve messages in four campaigns taught that the library is the paramount community resource for information, the hub of reading enrichment for young people, and reading enjoyment for people of all ages. The ads provide an unprecedented PR reach and demonstrated leadership not only for the County Library.

- **World Music Series:** In cooperation with Friends of the Library groups, we launched a concert series of world class artists featuring music from around the globe.



- **Celtic Music and Dance Concert** with Irish Singer Niamh Parsons and Guitarist Graham Dunne (Solana Beach Branch, Friday evening, March 17).
- **Scottish Fiddler Hanneke Cassel** (Cardiff-by-the Sea Library, Sunday afternoon, May 21).
- **Son Jarocho Music and Ballet Folklorico Concert** with Conjunto Jardin, (Imperial Beach Veterans' Park, Saturday, July 1).

- **Monthly Calendar of Events.** Launched an attractive 16-24 page calendar of events promoting upcoming programs and features. Full color photos of branch activities show the vibrancy of the library and attract more customers. The new product is available in hard copy, online, and by email.



- **Media Coverage and Advertising.** Over 2,115 news articles about San Diego County Library programs and services appeared in local print media this year, representing an average of 41 positive articles each and every week.
- **Noches de Familia.** An innovative evening series to familiarize Spanish speaking parents with library services and programs and increase their comfort and usage of the library. Programs included topics dealing with childhood literacy and healthy and safe livable communities. The series included simultaneous features for adults and children. The series took place at the Solana Beach, Ramona, and Cardiff-by-the-Sea branches.

Reached Out to Create New Library Users in Our Communities



- **Teen Advisory Groups** established in most branches, giving teens an active role in planning programming for themselves and in advising library staff about collections. Celebrated “Teen Read Month” in November at all libraries.
- Branches offered programs that tied into the year’s **“Occasions to Celebrate”** themes: Black History Month, Older Americans Month, Teen Read Week, and Youth Summer Reading Program. Other themes included Native American Heritage Month, National Poetry Month, Asian/Pacific Islander Month, and Multicultural Heritage Month. Hundreds of interesting programs on a variety of topics highlighted the year, such as the following:
 - At Del Mar Branch, the San Diego Archaeological Center installed an exhibit about excavations of Carmel Valley and inland Del Mar, entitled, **“Explore Local Archaeology.”**
 - **“Community Reads”** month in Fallbrook featured “California Girl,” by T. Jefferson Parker.

Library Staff Went Out into Our Communities



- **Library Director José Aponte** was invited to speak about the San Diego County Library’s “Library of the Future” program at the University of Tennessee, Nashville, at the Spectrum Initiative Institute of the 2006 American Library Association National Conference in New Orleans, as well as at a variety of local civic meetings.
- The library participated in the annual **County Filipino Heritage Celebration** and **Hispanic Heritage Celebrations**, as well as at the **American Library Association Conference**, **County Parks Trails Day**, and **Union Tribune Race for Literacy**.
- **The library had a booth at the “Aging Summit,”** sponsored by the Aging and Independent Services Division of the County’s Health and Human Services Agency.

Library Director José Aponte on the move at Union Tribune Race for Literacy.



Library Staff Went Out into Our Communities

Branch staff are out in their communities on a regular basis. Below are some examples:

- **Bonita** Branch staff participated in Bonita's "Rootin' Tootin'" Chili Cookoff and Fair, sponsored by the Bonita Business and Professional Association.
- **Campo** Branch staff attended Christmas in Potrero, plus local pancake breakfasts on Labor Day and Memorial Day, National Day of Prayer activities, and Back to School Night and Open House.
- **Cardiff** staff had a table at the Rob Machado/Hansen Surfboards surf contest, in conjunction with the Cardiff Chamber of Commerce; discussed library services with adult school ESL class at Ada Harris Elementary School; attended career fairs at San Dieguito Academy, La Costa Canyon High School; addressed San Dieguito Women's Club; attended Encinitas City Hall public meeting about plans for the new Encinitas Branch Library; participated in yearly family ice cream social at Cardiff Elementary School.
- **Cardiff** staff promoted the summer reading program at Cardiff and Ada Harris Elementary Schools; Women, Infants, Children Clinic (WIC); Neighborhood House offices; North County Migrant ED offices; church-based and elementary school day care centers; North County Health Services Clinics; promoted scholarship drive of Cardiff Friends of the Library at San Dieguito Academy and Miracosta College; hosted walking tours for Cardiff Elementary School; addressed families on library services; hosted Headstart groups; and facilitated attendance at summer storytimes.
- **Descanso** Branch staff attended Descanso Elementary School Open House, Friends of the Library "Pie Social," Descanso Town Hall Fair, and visited Country Treehouse Preschool,
- **Fallbrook** Branch participated in Parents' Night at Maie Ellis Elementary School and in the Children's Book Week Read-a-Thon at Frazier Elementary School.

- **San Marcos** Branch staff attended the City of San Marcos' Multicultural Fair; the Project Care Health Fair at Palomar Pomerado Hospital; Land of Oz Celebration, City of San Marcos; Multicultural Day at San Marcos Middle School.

- **Santee** staff regularly attended Santee Community Collaborative, a group of agencies and nonprofits serving the community.

- **Solana Beach** staff and the SDCL Mobile Library took part in the City of Solana Beach's Fiesta Del Sol.

- **Vista** Branch staff promoted the library at Bobier, Beaumont, Casita, Crestview, Foothill Oak, Olive, Breeze Hill and Hannalei Elementary Schools; Lincoln Middle School, Northstar Academy (Homeschool Headquarters), Rancho Buena Vista High School, Vista Academy of Performing Arts, Vista High; presented Spanish and English Bilingual Storytimes at Vista Townsite Center; attended Multicultural Book Fair in San Diego; attended ice cream social community event for Vista Townsite

- Staff assisted with a conference program of the **California Library Association's Native Libraries Roundtable**.



- In celebration of **Día de los Niños/Día de los Libros**, staff provided a concert featuring Los Alacranes, a tour of the Mobile Library, and books for each student of **Monarch School** (a community school in San Diego).

- During Latino Heritage Month, cosponsored the monthly **Unity Coalition Breakfast** (at Chuey's Restaurant in Barrio Logan) and recognized Former Ambassador and Valley Center resident Dr. Julian Nava for a lifetime public service award.

Collaborated with New Community Partners



*Library Friends of San Diego County Honor Essay Contest Winners
Topic "My Favorite Library Experience"*

- Six branches hosted a **traveling Anne Frank's House installation** created by the staff of the **Astor Judaica Library of the Lawrence Family Jewish Community Center** in La Jolla. Hundreds of library staff and volunteers served as docents for thousands of visitors. Additional branches hosted mini versions of the exhibit.
- **One-Stop Career Centers** were opened in the Bonita-Sunnyside and Spring Valley Branches. The East County Career Center, a division of the San Diego Workforce Partnership, is operated by Grossmont High School District. The South County Career Center, a division of the San Diego Workforce Partnership, is operated by TTI America. This partnership provides **no cost employment-related workshops and resources to the community**.

"The career centers add another piece to our community's dynamic educational landscape, helping build a more competitive workforce and ultimately greater competitiveness in the global marketplace...."

José Aponte, Library Director.
- The Library collaborated with the **Aging and Independent Services** Division of the County's **Health and Human Services Agency** during **Older Americans Month** in May to present educational events for Older Americans, including programs on consumer fraud prevention, identity theft, senior health, Medicare Part D education, and "Talk to a Pharmacist."
- The **Polinsky Center** of the Child Welfare Services Division of the County's Health and Human Services Department and the County Library began providing **library cards for foster youth** of the City and County, in partnership with the San Diego Public Library. Without such a program, these young people from high risk families would not have access to borrowing books from the public library.
- **Promoted the Library Friends of San Diego County's 4th annual Countywide Essay Contest**, whose theme was "My Favorite Library Experience." In September 2005 the Board of Supervisors honored the three adult and three student winners of last year's essay contest, whose theme was "Are Books Obsolete."
- The Library hosted **5 Earthquake Safety Workshops**, presented by the **County Department of Emergency Services**.
- **"Read for a Reason,"** an online virtual summer reading program, was a partnership with the **County's Department of Animal Services**. An alternative to the traditional summer reading program, "Read for a Reason" encouraged summer reading achievement and fostered education about animal care. Young people reaching reading goals enabled qualified families with children to adopt shelter pets without charge.
- During **Rancho Days**, an artists' display and art reception took place at the Rancho Santa Fe Library, in cooperation with the **Rancho Santa Fe Art Guild and Rancho Santa Fe Library Guild**. In addition, local artists display their works throughout the year at the library.
- **Barnes & Noble Oceanside** brought the Arthur character to Vista Branch's preschool storytime.
- For the second year, the Library helped publicize the **KYXY, Kaiser Permanente, Legoland "Get Fit and Thrive Challenge"** campaign, a public education initiative that encourages family activities designed to promote healthy family living.
- "Noches de Familia" series brought together a variety of agencies, including the Women, Infants & Children Clinic, Neighborhood House, **North County Health Services, Migrant ED, and San Dieguito Adult Education**, to share strategies on building better, safer and more healthy communities.
- "The Friends of the Cardiff-by-the-Sea Branch Library presented a **"First Wednesday" cultural series** every month in the library.
- **"Life Rolls On," with Jesse Billauer**. A program for teens about sports-related spinal cord injury took place at the Cardiff-by-the-Sea Branch Library.
- The **Friends of the Vista Library** continued their long-standing **First Sunday Concert Series**.
- The Friends of the Cardiff-by-the-Sea Library continued their **First Wednesday Series**.

Embraced Value-Added Technologies that Improve Service



- The Library began sending **reserve and overdue notices to customers by email**.
- Customers can now **renew materials online**.
- Starting in August 2005, **we introduced Wi Fi access in 12 branches**, providing the convenience of no waiting wireless laptop access to Internet resources and freeing library work stations for those without laptops.
- Implemented a **new enhanced circulation system** that features a web-based browser and graphical interface.

• The library subscribes to a variety of informational databases that it provides to the public via www.sdcl.org/refdb2html. Last year we added several **new databases to our website**, including: Tumblebooks; NoveList K-8; Gale Legal Forms; Value Line; Opposing Viewpoints Resource Center; Science Resource Center; Daily Life Through History & World Cultures Today; netLibrary Downloadable Audio Books; Natural Standard: the Authority on Integrative Medicine, and "Learning Express" tutorials for standardized tests, as well as the following: American Government, American History, State Geography, World Geography, World History: Ancient & Medieval Eras, and World History: Modern Era.

- Added a **Kids' Online Catalog and a teen website section**.



• As the public becomes increasingly savvy about what online information is and what it isn't, the library's role in licensing **value-added online information** for public access from home and work has created great interest in the role of librarians and the library.

- Began offering **online reserving of library materials** from home.
- **One-on-one hands-on "how to" instruction in the use of the Internet and the online databases** to which the library subscribes is available without charge in the library and from home and office.

Awards and Recognition



• **PR Excellence Award of the California Library Association. First place winner in the large library category for the library's radio ad campaign on 26 stations**, including 3 Spanish stations. The 30-second ads, which reached over 1 million people in all parts of the County, promoted the value of a library card, brought learners to the adult literacy tutoring program, brought to the public's attention the library's online information sources, and advertised teen and other back-to-school services and programs.

• **National Association of Counties' Award for Noches de Familia**. For the program to reach the target audience, volunteer "library ambassadors" reach out with visits to the Hispanic community, with public education events about healthcare, economics, and social responsibility. Fifty families, including 194 adults and 234 children, participated in the original program. Additional programs have attracted another 500 people who had not previously been active library customers.

• **National Association of Counties' Award for Workplace Virtual Training for Staff in New Online Information Sources**. The San Diego County Library system has 32 branch locations and two mobile libraries serving 3,777 of San Diego County's 4,200 square miles. To avoid the salary and traveling cost associated with staff commuting to the Library's Kearny Mesa operations center, the Library launched a pilot program of conference call training.



• **National Association of Counties' Award for "Read To Your Breed" at the Valley Center Branch Library**. Since 2003, school age young readers in Valley Center have had the opportunity to practice their skills by reading to trained and patient "therapy" dogs, who visit the library one evening a week, along with their trainers. The children sign up for 15-minute sessions, during which they can sit or lie down on a comfortable pillow and read aloud to the canine companions. The program provides wonderful encouragement for reluctant readers who need to build confidence in their reading skills.

Awards and Recognition



• **National Association of Counties' Award for Summer Reading Program at the Polinsky Children's Center.** Bringing the Summer Reading program to the residents of the 24-hour temporary emergency shelter has prompted interest in continuing the benefits of public library service at the Center, including increased self-confidence and interest in reading among this at-risk youth population.

• **National Association of Counties' Award for "One-Stop Career Centers"** at Bonita-Sunnyside and Spring Valley Branches.



• **ALA/Nextbook Literature Discussion National Grant.** The library was awarded a grant from the American Library Association and Nextbook.org to bring the **national "Let's Talk about It: Jewish Literature" discussion series** to our region. The series was held at San Diego State University, which is a community partner for the series, as are the Agency for Jewish Education, the Lawrence Family Jewish Community Center, and the San Diego Public Library. The series has evolved into a regularly scheduled Sunday afternoon County Library Jewish literature discussion group.



• **Friends of Libraries, USA (FOLUSA), Baker & Taylor Large Library Winner** award of \$2,000 to Solana Beach Friends of the Library for their support of the Noches de Familia series. <http://www.folusa.org/>

• SDCL was selected as one of 19 participants in the **"Better Together: Creating Partnerships for Community Learning" Conference** at Cerritos Public Library.

Increased Customer Access and Organizational Capacity to Serve the Public within Existing Resources

- Programs and Services
- Partnerships
- Funding
- Collections
- Staffing
- Technology
- Facilities
- Public Information



Completed Strategic Plan

• **Finished strategic plan**, following a year long planning process.

Community forums were held in 32 communities in the county in April and May '05, following retreats for all staff to contribute input.

The strategic plan ties together Board of Supervisors' Key Initiatives, community feedback, and the library's vision of service, using the **core functions**: Programs and Services, Partnerships, Funding, Collections, Staffing, Technology, Facilities, Public Information.

Enhanced Collections

• **The library supported its core competency of strong collections** by earmarking 14% of the Library budget for the acquisition of new books and materials

• **New Collections.** The Library **increased by 90% the number of new items processed** and made available for the public on branch library shelves. (232,560 in FY05-06).

• Over 4 million library items were circulated last year in the San Diego County Library.

Enhanced Programming

We strive to enrich our communities by cultivating opportunities for programs and collections and increased capacity.

- The number of **Children's Events increased by 27% (5,443 programs** or an average of **170 programs each)** and **attendance increased by 71% from the previous year.** 123,758 seats were filled.
- The number of **Teen Events increased by 492% (1,089 programs).** **10,012 seats were filled, an increase of 403 %.**
- Increased number of branches with book discussion groups. By June the library was hosting **31 book discussion groups each month.**



- **"Read to a Dog"** programs were added at two branches; currently La Mesa, Lakeside, Poway, Valley Center, and Vista offer the program, in which children enjoy reading to specially trained "therapy dogs," with the dogs' volunteer trainers present.

The Special People Who Make the Library What it Is

Without staff, volunteers, and Friends of the Library, the huge amount of work that makes the library what it is would not get done.

Enhanced Staff Training

- Established the **"SDCL University,"** a formal continuing education program for staff.
- Two **"All Hands" Staff Training forums** focused on building an inclusive workplace and creating a "change-ready" workplace. A third system-wide customer service workshop promoted quality library services for teens.
- Launched an attractive twice monthly **"Youth Services Exchange" online newsletter** for staff, **chock-full of ideas** for programming and service to children.
- **Doubled tuition reimbursements** for staff continuing education.

Volunteers Benefit the Library

- The library gained a **net value of \$1.24 million dollars in FY05-06** by training and including in daily operations **1,762 volunteers** (a 26% increase), **who donated 70,100 hours** of their time, an average of 40 hours per volunteer.



- Volunteers perform a variety of duties, including, but not limited to: presenting and assisting with branch events, tutoring adult literacy learners, reading to children in the "Grandparents and Books" programs, helping students with homework, leading book discussion groups, and serving as Internet docents.
- Branches held **volunteer recognition events** during National Volunteer Recognition Month in April.

Friends Benefit the Library



The Board of Supervisors recognized Susan Casey Davis of Poway as the Library's 2006 Volunteer of the Year.

- Library Friends groups are active in almost every branch community. The umbrella organization, the [Library Friends of San Diego County \(LFSDC\)](#), coordinates activities that benefit all groups.
- Friends' groups raise money and advocate for the library. Last year they held hundreds of booksales, as well as community events, such as Poway's Harry Potter Birthday Bash, Rancho Santa Fe's Rancho Days Festival, and Fallbrook's Art of the Book Festival.



- Fourteen branches operate used book stores. Profits benefit library collections and programs.

• A number of Friends' groups sold specialized used books at www.librarybooksales.org to raise money for branch libraries.

• [Library Friends of San Diego County \(LFSDC\)](#) established the monthly "Lunch with the Director" series, wherein the LFSDC leadership host monthly informal meetings with the library director and his team at various locations in the county. Meetings have been held in Bonita, Fallbrook, Poway, Vista, etc. They are open to all Friends of the County Library.



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Assistant Chief Administrative Officer
Helen N. Robbins-Meyer

Deputy Chief Administrative Officer,
 Community Services Group
Alex A. Martinez

San Diego County Library Administrative Offices
 5555 Overland Avenue, Suite 1511, San Diego 92123
 Phone: (858) 694-2414

San Diego County Library
José Aponte, Library Director